

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

DUNMORE CORP

Delaware Valley Industrial Resource Center

Web Optimization Increases New Sales Inquiries

Client Profile:

Dunmore Corporation is a film converter and manufacturer of coated, laminated and metalized films used in a variety of industrial and commercial uses. Applications range from film coating on high tech photovoltaic panels to the gold lamé coating on a high fashion handbag. Dunmore also offers contract manufacturing and works with clients to engineer new products that require special film properties. Dunmore serves mostly B2B customers in various industries, including aerospace, printing, consumer products, fashion, automotive, electronics, food and beverage packaging, insulation, and solar. The company employs 85 people at its facility in Bristol, Pennsylvania.

Situation:

Dunmore began working with the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate, when a previous provider of search engine optimization services failed to deliver improvements. Simultaneously, Dunmore decided to bring web development in-house to have better control on the timeliness and quality of development. The main business objective was to attract new customers using web search to Dunmore. Customer sales inquiries via the website's contact form was pegged as the main metric to determine the success of the web marketing efforts.

Solution:

Using DVIRC's web optimization process, DVIRC's Internet Marketing Director, Larry Chrzan, teamed with Dunmore's Marketing Manager Steve Young and Web Development Specialist Michael Sullivan to help the company address critical gaps in the website and enhance the overall web marketing efforts. In this process, various keyword phrases with potential to attract new customers were researched and identified. Enhanced content was developed to support those offerings and added to the website. The website's meta tags were optimized. Ongoing link building activities were undertaken to raise the visibility of the Dunmore website. In conjunction with this new site architecture, a new design was implemented to make site easier for users to navigate and to contact the company. The website is currently ranked in the top 10 on Google for many search phrases used by customers and prospects seeking Dunmore's products and services. Building on these internet marketing successes, Dunmore also worked with DVIRC to add a new on-line customer order lookup system that allows customers to track their orders after logging into a secure area, saving customer service time and reducing costs.

Results:

- * Increased new sales inquiries by 450 percent.
- * Increased number of web referrals by 50 percent.

Testimonial:

www.mep.nist.gov



NIST is an agency of the U.S. Department of Commerce

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"We blew out the numbers on our main metric, the volume of inquiries from the contact form on our website. This has provided sales opportunities from new customers that found us on the web. Dunmore is now being found on search engines -- uncovering many new sources for business that we need to grow our business."

Steve Young, Marketing Manager